

CLAIMS:

What is claimed is:

1. A method for fulfillment of institutional business card and stationery product orders, said
5 method comprising the steps of:

providing a requestor interface for entry of a distributed user's print order, said requestor
interface being adapted to enable the user to select a company tailored product according to a
predeterminable profile;

10 processing the user's print order through a processor interface, said processor interface
being adapted to directly generate a pre-press product automatically incorporating said
predeterminable profile into said tailored product; and

wherein said providing a requestor interface step comprises the steps of:

generating a prototypical product record sufficient to completely define the
typography of a specific company tailored product;

15 developing a list of fields according to said prototypical product record, each
said field comprising an element of said company tailored product's specification; and

expanding a predefined database management system, said database management
system being adapted to collect and store data according to said field list.

20 2. The method as recited in claim 1, wherein said providing a requestor interface step
comprises the step of using an intermediary application to automatically expand said database
management system according to a selection of fields.

25 3. The method as recited in claim 1, wherein said processing step comprises the step of
providing an electronic preview of said company tailored product.

4. The method as recited in claim 3, wherein said providing an electronic preview step is optionally invoked.

5. The method as recited in claim 1, wherein said processing step comprises the step of generating electronically accessible order status information.

6. The method as recited in claim 5, wherein said generating electronically accessible order status information step comprises the step of reading, during printing of said company tailored product, a bar code label associated with said company tailored product.

7. The method as recited in claim 1, wherein said requestor interface comprises predeterminable limits for a user's selection of said company tailored product.

8. The method as recited in claim 7, wherein said limits are measured in physical quantities of said company tailored product.

9. The method as recited in claim 7, wherein said limits are measured in monetary value of said company tailored product.

10. The method as recited in claim 1, wherein said requestor interface comprises an alert indicative of a change to said predeterminable profile.